

# **Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda**

**Tuesday, May 24, 2005  
10:00 a.m. – 4:30 p.m.**

California Department of Health Services (DHS)  
Auditorium, First Floor  
1500 Capitol Avenue  
Sacramento, California

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the January 24,2005 and April 11, 2005 Meetings; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 10:50	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn status of tobacco-related legislation, including budget process</li><li>• Determine TEROC position on legislation</li></ul>	Paul Knepprath, American Lung Association
10:50 – 11:25	University of California – Tobacco-Related Disease Research Program (TRDRP) Report <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn recent program updates in relation to the Master Plan (MP)</li><li>• Learn research needs</li></ul>	Charles DiSogra
11:25 – 11:50	DHS Report <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Review program updates in relation to the MP</li><li>• Review new advertisements (ads) produced and learn of new creatives</li><li>• Hear progress on new ad concepts, focus group responses, and approval status</li><li>• Learn about re-distribution of tobacco industry monitoring efforts</li></ul>	Dileep G. Bal Colleen Stevens April Roeseler

11:50 – 1:00	LUNCH BREAK	
1:00 – 1:30	<p>California Department of Education (CDE) Report  <u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn recent program updates in relation to the MP</li> </ul>	<p>Meredith Rolfe  John Lagomarsino</p>
1:30 – 2:00	<p>Cessation Policy  <u>Background:</u>  Cessation issues have been presented to TEROC and discussed by the committee at numerous meetings over the past two years. At the January meeting it was decided that the Members would review all the materials received from various groups on the subject, and determine if these can come together for a meaningful TEROC policy direction.  <u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Review the key cessation issues presented at TEROC meetings</li> <li>• Determine if TEROC should adopt a specific cessation policy; if so, determine what the policy would address, and how it would be advanced</li> </ul>	Kirk Kleinschmidt
2:00 – 2:15	BREAK	
2:15 – 3:00	<p>Budget Update; Department of Finance (DOF)  <u>Expected outcome:</u></p> <ul style="list-style-type: none"> <li>• Learn about the Governor's May revised fiscal year 2005-06 budget for the CDE, DHS, and the TRDRP</li> <li>• Learn about changes in the Proposition (Prop) 99 Account, including Unallocated Account fund diversion to Mental Health</li> <li>• Learn about projected revenues in the Prop 99 fund</li> <li>• Learn about revenue impact of the Cigarette and Tobacco Products Licensing Act of 2003</li> <li>• Learn status of Senate action to remove the 4/5 vote requirement for using Unallocated Account funds for match</li> </ul>	<p>Ana Matosantos,  Health and Human  Services Agency  Robin Shimizu</p>

3:00 – 4:00	Master Plan Development <u>Expected outcome:</u> <ul style="list-style-type: none"> <li>• Learn highlights of MP discussion and decisions at the April 11 meeting</li> <li>• Learn proposed MP format</li> <li>• Determine recommended strategies</li> </ul>	Kirk Kleinschmidt Rhonda Robins
4:00 – 4:30	Public Questions and Comments	Kirk Kleinschmidt
4:30	Adjourn	
	Next TEROC Meeting: September 15, 2005 in Sacramento (Regular meeting)	

*For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or e-mail [kjerauld@dhs.ca.gov](mailto:kjerauld@dhs.ca.gov)*